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LIVE  
YOUR  
GARDEN

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di

13 TO 17 MARCH  
MESSE  
ZÜRICH

24 na

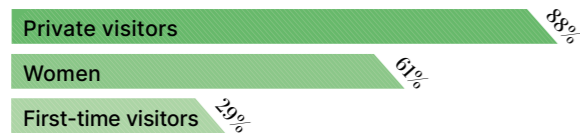
GIARDINA.CH



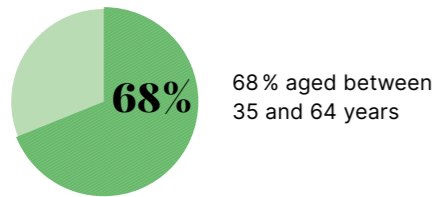
*Giardina is Europe's leading high-quality indoor event for the gardening industry. Held once a year shortly before the season starts, it attracts numerous gardening enthusiasts with high purchasing power. It opens up unique opportunities for you as an exhibitor: you can take advantage of unique opportunities and the perfect environment for generating new leads and maintaining customer relations.*

# Convincing figures

## 58,000 visitors in 6 days

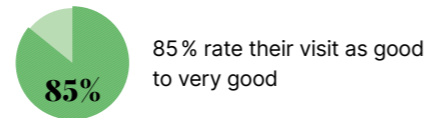
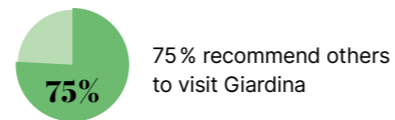
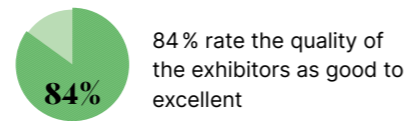


## Age groups



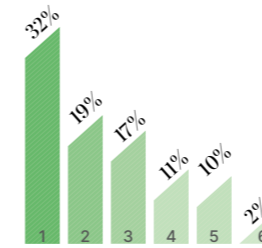
- 2% aged under 25 years
- 20% aged between 25 and 44 years
- 55% aged between 45 and 64 years
- 19% 65+ years

## Visitor assessments



## Origin of Swiss visitors (96 %)

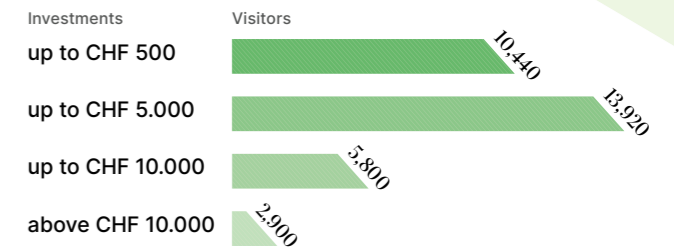
Giardina reaches the whole of German-speaking Switzerland



- 1 - Zurich
- 2 - Eastern Switzerland
- 3 - Northwest Switzerland
- 4 - Berne / Solothurn
- 5 - Central Switzerland
- 6 - Western Switzerland / Ticino

## Intended garden investments

**52% of the visitors** plan investments:



**A total of 30,160 visitors are planning investments of more than CHF 161.820.000.**

Sources: explori, Giardina 2023 visitor survey





Sager Brunnen und Skulpturen



# Giardina Style

The exhibition world for the emotions



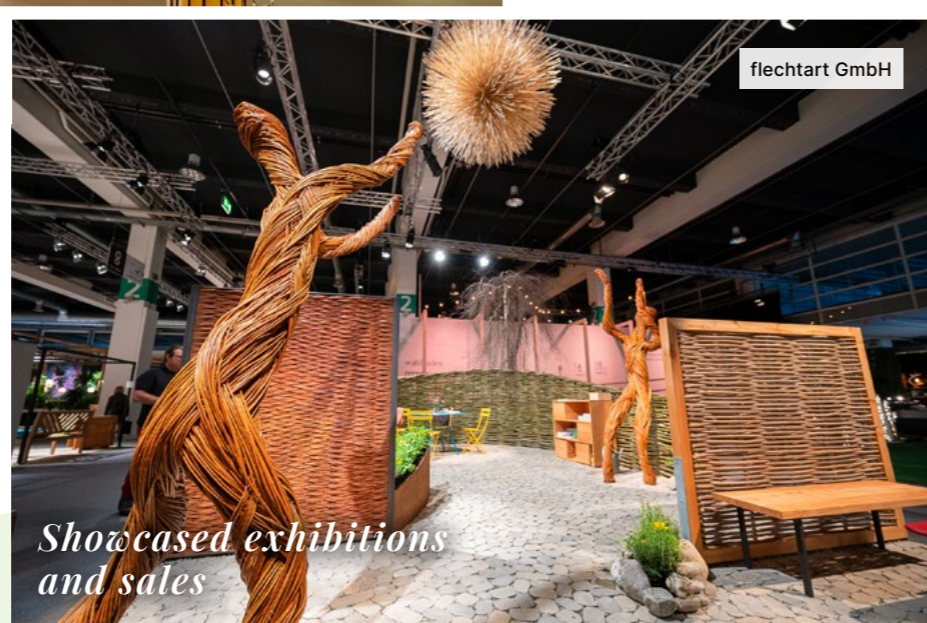
*Gardens*

Mastergarten Egli Grün



*Floristry & design*

ikebana



*Showcased exhibitions and sales*

flechtart GmbH



# Giardina Market

The shopping world for products



*Stands classic exhibition*

ALL GRILL  
MIT LEIDENSCHAFT GRILLEN

All Grill



*Plant sales stands*



*Stands Giardina Marketplace*



# Giardina Style

The exhibition world for the emotions

## Showcased exhibitions and sales stands

Stylishly configured product stands and inviting artisanal presentations determine the uniquely sophisticated look of Giardina Style.

### Subject areas:

- Garden
- Terrace
- Balcony garden / Small terrace
- Grills & Outdoor kitchens
- Living: furniture, pots, accessories etc.
- Floristry / Plants
- Craftsmanship / Manufactory

## Gardens and special exhibitions

The gardens and special exhibitions follow a prescribed theme and have a decisive influence on the trends of the garden season. Exploit this potential by presenting your own interpretation of life in the garden in your specialist area. Product presentations are not permitted.

### Presentation forms:

- Floristry & design
- Plausible 1:1 model gardens:
  - Ideas Garden (20 to 50 m<sup>2</sup>)
  - Show Garden (70 to 200 m<sup>2</sup>)
  - Master garden (> 200 m<sup>2</sup>)

### Design guidelines:

- Prior submission / approval of the stand concept is required.
- Sufficient autonomous lighting for your stand (hall lighting is switched off).
- Discreet stand inscription (max. 2 x 1m). No high-level signage.
- No advertising banners, flags, roll-ups or displays, etc. permitted.
- Stand walls that match your theme. No white walls or uncovered lattice masts permitted.
- Floor coverings to match your theme. No carpeting permitted.
- Screens are permitted only as integrated components of the stand design.

### General conditions:

- Co-exhibitors are admitted for an extra charge.
- Any sponsors and planned sponsorship activities must be notified to Giardina in writing beforehand. Giardina must give its consent. Sponsors count as co-exhibitors.

### Submit your stand concept:

Admission to Giardina Style is decided on the basis of a project sketch and an inscription concept. We will be pleased to advise you on how to implement your ideas. Phone Ajas Kulici on +41 58 206 50 16 or [ajas.kulici@giardina.ch](mailto:ajas.kulici@giardina.ch)





# Giardina Market

## The shopping world for products

### Classical exhibition stands

Giardina Market offers a delightful mix of products with visitor appeal. Present and sell your products and services to sophisticated shoppers with plenty of purchasing power.

### A wide range of themes:

- Bathing and water world
- Sunshades
- Floristry
- Garden construction elements
- Garden decoration
- Gardening tools and implements
- Gardening literature and information
- Garden furniture
- Garden and plant centre
- Garden technology
- Miscellaneous garden items
- Grills and outdoor kitchens
- Ancillary buildings
- Plants

### Plant sales stands

Present your plants as a sensual experience and make the most of the unique atmosphere of Giardina to stimulate sales. Special conditions apply to the direct sales of plants.

### Giardina Marketplace

Smaller exhibitors bring the Giardina Market to life with enticing, garden-related products that can be bought on the spot. Display your products on one of our market stalls and benefit from direct sales.

Special conditions apply to the market stalls. Numbers are limited.

### Admission:

- Admission to Giardina Market is based on the Giardina terms and conditions ([www.giardina.ch/conditions](http://www.giardina.ch/conditions)).
- The minimum stand size is 10 m<sup>2</sup>.
- Giardina reserves the right to turn down exhibitors displaying products that are not related to the theme or who have inappropriate stands.

For further information please get in touch with Ajas Kulici on +41 58 206 50 16 or [ajas.kulici@giardina.ch](mailto:ajas.kulici@giardina.ch)



# Strong online presence

## Giardina Society – the digital platform for life in the garden

Giardina Society is the digital platform run by Giardina – the online hub for all things related to life in the garden. There are currently 7,496 gardening enthusiasts registered on the Giardina Society platform. The platform offers you greater reach to the right target group, 365 days a year. We turn your content into posts, publish these on the platform and present them to the right target group without scattering loss.

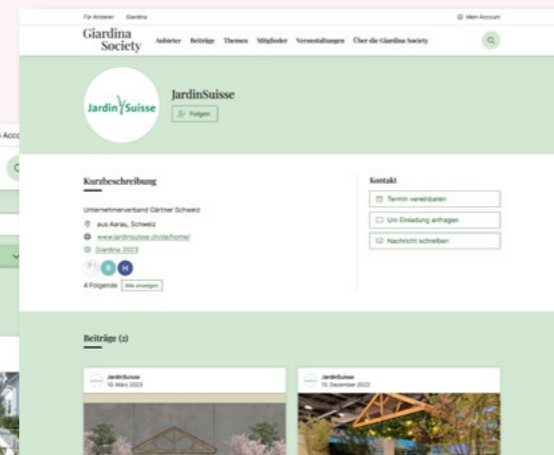
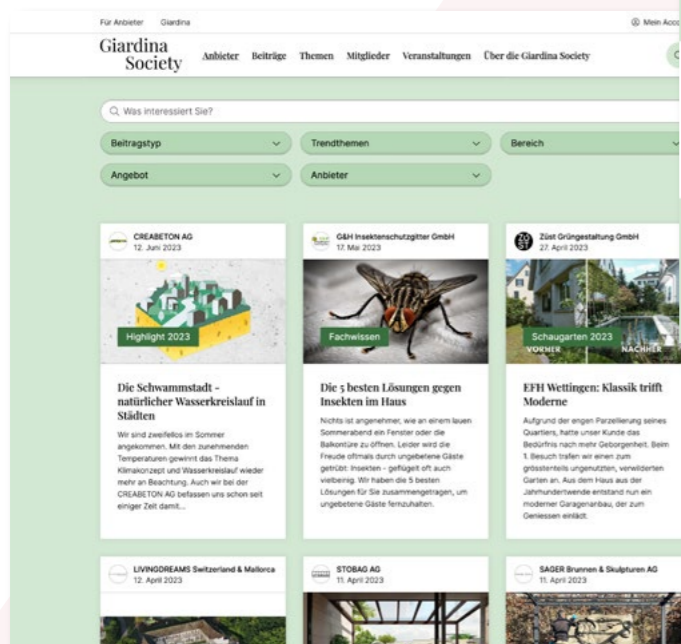
### The mandatory basic media package for exhibitors includes:

- Attractive vendor profile with a brief description and contact details
- 2 posts displayed on topic pages, in search results, as recommendations, and on further pages of the platform
- Automatic distribution of your posts by email to interested visitors

You can expand your basic digital presence with various upgrade options, thereby significantly increasing your reach before and after Giardina.

### Data based on past experience:

- 10,000 – 20,000 people will view your content on Giardina Society
- 100 – 400 garden, terrace, and balcony owners will visit your website
- 1,000 – 4,000 users will read your posts
- 10 – 40 garden, terrace, and balcony owners will contact you directly through Giardina Society



# Large media presence

## Cross-media advertising campaign

As an exhibitor you benefit automatically from the Giardina cross-media marketing mix. We catch the attention of the target groups with the following:

- National poster and print ad campaign
- Online campaign
- TV and radio commercials
- Promotions in major cities
- Social media presence
- Inserts in SonntagsZeitung and woman magazine Annabelle

## Proactive media relations

As a trendsetting, one-of-a-kind event, Giardina ticks all the right boxes for the media. With proactive media relations and online PR, we turn Giardina and its content into media stories. We are delighted to support your own media relations on behalf of your appearance.









# Events

## VIP Opening, 12 March 2024

Open Giardina with us at the exclusive opening ceremony between 5 and 10 p.m. On the evening of the Giardina Press Day, up to 3,000 invited guests will be able to enjoy an impressive start to the event in a sophisticated atmosphere.

### Ideal for your customer care

It is you, the exhibitors with your presentations, who are the stars of the Opening. It is a perfect opportunity for you to invite your most important customers and treat them to a special evening in a delightful setting.

### Top-quality contacts

VIPs from the worlds of business, culture, politics and society add that special flair to the opening evening – attracting extra attention for your presentation too.

## Giardina Friday, 15 March 2024

On Friday, Giardina is also open until 10 p.m., and features a special accompanying programme for visitors.

Take advantage of this evening to invite additional customers to Giardina and receive them in style. We advertise Giardina Friday through special communications measures.





# Giardina Award

## The most important award in the Swiss green sector

The Giardina Awards honour exhibitors with outstanding presentations. The Giardina Awards promote quality and stimulate innovation. Each year, a specialist panel of judges assess the presentations in the Giardina Style section. Gold, silver and bronze awards are presented in four different categories.

The award ceremony is held after the exhibitors' reception, at 4 p.m. on Tuesday, 12 March 2024

## Award categories

### Gardens and special exhibitions

- Ideas Garden
- Show Garden
- Master Garden

#### Assessment criteria:

Concept and its implementation, design, innovation content, plant and material selection, implementability, overall impression

### Stands for Giardina Style

- Presentations of up to 50 m<sup>2</sup>
- Presentations of 51 m<sup>2</sup> or more

#### Assessment criteria:

Attractiveness of the product presentation, functionality, aesthetics and originality, overall impression.



Showgarten – Gold 2023:  
Züst Grüngestaltung GmbH,  
«Reflecting Landscape»



Mastergarten – Gold 2023:  
Egli Grün  
«genussreich»



Gartencenter Hoffmann

**Early bird discount:**  
 CHF 10.-/m<sup>2</sup> for registrations until 31 August 2023

# Prices and conditions

## Exhibition space

### Giardina Style or Market

Exhibition space rental **CHF 278 / m<sup>2</sup>**  
 Minimum exhibition space 10 m<sup>2</sup>

### Show garden

70 to 200 m<sup>2</sup> **CHF 175 / m<sup>2</sup>**  
 (only after consultation with the Giardina management; draft concept must be submitted)

### Ideas garden

20 to 50 m<sup>2</sup> **CHF 175 / m<sup>2</sup>**  
 (only after consultation with the Giardina management; draft concept must be submitted)

### Giardina Marketplace

Market stall  
 limited numbers available by prior arrangement only

### Plant sales

Only after consultation with the Giardina management **CHF 205 / m<sup>2</sup>**

### Surcharges for open sides

Stand area with 2 open sides **+14 %**  
 Stand area with 3 open sides **+16 %**  
 Stand area with 4 open sides **+18 %**  
 No surcharge from 100 m<sup>2</sup>

### Participation charge for co-exhibitors Partners

referred to on a stand are considered as co-exhibitors and are subject to a charge.

Per co-exhibitor **CHF 1.350**  
 (incl. CHF 680 for the entry in the Giardina Exhibitor Directory)

## Mandatory basic media package

Your digital presence on giardina.ch allows you to reach Giardina visitors before, during, and in between Giardina events – ensuring maximum marketing efficiency and year-round access to your target groups.

Your basic media package includes a vendor profile, publication of 2 posts, including automated distribution of your posts by email to interested users, as well as a listing in the Pocket Guide, which is provided free of charge to Giardina visitors. You can further enhance your visibility by booking additional packages.

Compulsory basic entry **CHF 680**

## Advance payment for services

Per main exhibitor **CHF 1.000**  
 Per co-exhibitor **CHF 500**

## Conditions of participation

The current provisions of the Exhibitor Regulations and the General Regulations of MCH Messe Zürich apply to Giardina.

### Compulsory services

The sum paid for participating in Giardina essentially covers the following compulsory services:

- exhibition space per m<sup>2</sup> (minimum exhibition space 10 m<sup>2</sup>), surcharges for open sides included
- compulsory basic media package
- compulsory liability and property insurance (waiver possible if insurance is covered)
- technical services (e.g. suspensions, electricity, water, etc.)

# We look forward to seeing you

## Dates

### Opening

Tuesday, 12 March 2024, 5 to 10 p.m.  
(Attendance mandatory for all exhibitors)

### Giardina

Wednesday, 13 to Sunday, 17 March 2023

### Opening hours

Wednesday, Thursday 9 a.m. to 7 p.m.  
Friday 9 a.m. to 10 p.m.  
Saturday, Sunday 9 a.m. to 6 p.m.

## Admission prices

Day ticket adult (aged 18 and over)	CHF 35
Day ticket young person (aged 13 to 17)	CHF 17
Evening ticket adult	CHF 19
Evening ticket young person	CHF 12

## General questions regarding the event and communication

### Organiser

Messe Schweiz (Zürich) AG  
Wallisellenstrasse 49 | CH-8050 Zurich  
T +41 58 206 50 00  
info@giardina.ch | www.giardina.ch

**Encarnación Dellai, Exhibition Director**  
encarnacion.dellai@messe.ch

**Ajas Kulici, Sales Manager**  
ajas.kulici@giardina.ch

**Katja Brun, Project Manager**  
katja.brun@giardina.ch

**Martina Honegger**  
Marketing & Communications Specialist  
martina.honegger@giardina.ch

Register now  
using the

**online-form**

and benefit from the  
early bird discount until  
31 August 2023.



Winkler Richard  
Naturgärten



GIARDINA.CH